

literacy and practical ability, so as to provide high-quality talents for the society and promote the development of economy and society.

Research objects and methods: 200 students were randomly selected from a vocational school. Make a questionnaire to investigate the students, and evaluate the students' ability by using the students' ability self-assessment scale and examination results.

Study design: 200 students were randomly divided into study group and control group by random number method. There were 100 students in each group. Among them, the students in the research group adopt the modern apprenticeship teaching model based on the perspective of educational psychology. The students in the control group adopted the traditional teaching mode. After six months of teaching, the students' ability was evaluated by the students' ability self-assessment scale and examination results, and the teaching effect of the teaching model was evaluated by the students' satisfaction score.

Methods: SPSS 17.0 and Excel software were used to comprehensively analyze and sort out the survey data by means of comparison, induction and summary.

Results: After 6 months of teaching, the course satisfaction, self-assessment score and examination scores of the students in the research group were significantly better than those in the control group ($P < 0.05$). Among them, the score of course satisfaction is shown in Figure 1.

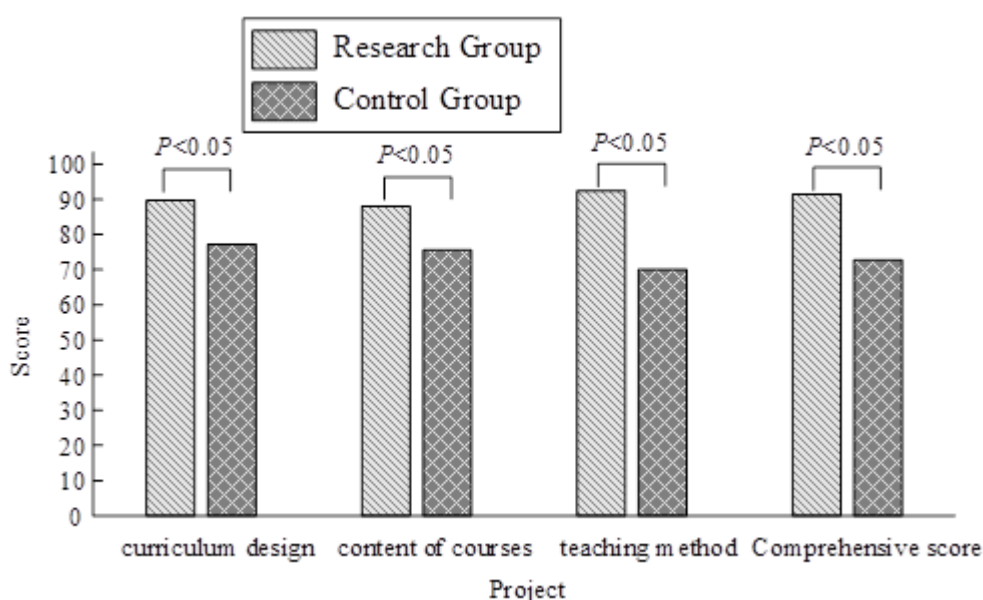


Figure 1. Satisfaction of two groups of students

Conclusions: Compared with the traditional teaching mode, the modern apprenticeship teaching mode based on the perspective of educational psychology can better attract students' interest and improve students' practical ability, so as to provide high-quality talents for the society and promote the development of economy and society. Therefore, the modern apprenticeship teaching model based on the perspective of educational psychology is a talent training model worthy of popularization.

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RESEARCH ON THE FUNCTION OF COLOR PSYCHOLOGY IN ART DESIGN SPECIALTY

Yu Yang

School of Design, Jiangxi Modern Polytechnic College, Nanchang 330095, China

Background: In Chinese traditional culture, various colors have their own specific symbolic meanings. For example, yellow represents dignity, which is generally used in the clothing and decoration of ancient emperors; White represents sadness, which is generally used in funerals; Green represents vitality and hope

and is widely used in all kinds of trademarks or signs. Color is the most important factor in vision. Through its symbolic significance, color can convey richer emotions and thoughts in art works, and then affect people's emotion, psychology and behavior. The reason why color can affect people's psychology and emotion is that color comes from natural congenital factors. For example, when you see blue, you think of the sky and ocean, when you see red, you think of flame and sun, and when you see green, you think of forests and grasslands. Color can express people's emotion and association through tone, purity, tone and contrast, and affect people's emotion.

Works of art can make the audience get a sense of beauty, so that the audience can get emotional resonance with the art creator. Studying the effect of audience psychology on art appreciation will help the audience find a correct aesthetic and understanding angle under objective conditions, and improve the emotional resonance between the audience and art works. Therefore, color plays a very important role in visual art. Compared with shape, brightness and grain, color can express artistic emotion more intuitively and expressively. Color is the subjective reflection of the objective world. Therefore, when people's eyes receive color, they will produce psychological activities with some emotion. Previous studies have confirmed that color physiology and color psychology are carried out simultaneously. When color physiology changes, it will cause certain color psychological activities. On the contrary, the change of color psychology will also make some physiological changes. Art design specialty is a specialized specialty established in colleges and universities in China. It mainly studies art design and art design, such as ceramic technology, jewelry making, carving technology, interior design and design creativity. Therefore, students majoring in design have certain requirements for their art level and art level. Color matching and application are important indicators to judge the level of art. Therefore, the study of the role of color psychology in art design is of great significance to improve the academic achievement and artistic level of art students.

Objective: Color can express people's emotion and association through tone, purity, tone and contrast, and affect people's emotion. To explore the role of color psychology in art design and improve the academic achievement and artistic level of art students.

Research objects and methods: 100 students majoring in art design in a university were selected by stratified cluster sampling, including 45 boys and 55 girls. The art design level of students is evaluated according to the rationality score of color matching of students' works by different teachers and the scores of students' professional courses. The score of reasonable color matching is divided into 1 - 5 levels. The higher the score, the more reasonable it is.

Research design: 100 students majoring in art design were randomly divided into research group and control group by random number method. There was no significant difference in basic data such as achievement, age, grade and male female ratio between the two groups. For the students in the research group, the teaching method combined with color psychology was adopted. For the control group, the traditional teaching method was used. After a period of time, the art design level of students is evaluated according to the scores of students' works by different teachers and the scores of students' professional courses. The scores of different teachers were statistically analyzed by multivariate analysis of variance.

Methods: The relevant data were analyzed by SPSS 17.0 and Excel.

Results: After 4 months of teaching, the scores of color matching rationality and professional courses of students in the research group were significantly higher than those of students in the control group ($P < 0.05$), as shown in Table 1.

Table 1. Professional course scores of the two groups of students

Timing	Professional course scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	68.9±12.3	69.1±13.1	0.403	0.762
After Teaching	89.4±10.3	83.2±12.5	7.201	0.001
<i>t</i>	8.019	5.431	-	-
<i>P</i>	0.001	0.037	-	-

Conclusions: Works of art can make the audience get a sense of beauty, so that the audience can get emotional resonance with the art creator. Studying the effect of audience psychology on art appreciation will help the audience find a correct aesthetic and understanding angle under objective conditions, and improve the emotional resonance between the audience and art works. The teaching method combined with color psychology can effectively improve students' aesthetic level and artistic design level, and plays an important role in the cultivation of students' artistic literacy.

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RESEARCH ON RURAL TOURISM BRAND IMAGE DESIGN FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY -- A CASE STUDY OF ANSHUN CITY

Shizhao Zhao

School of Economics and Management, Anshun University, Anshun 561000, China

Background: Rural tourism is a tourism model gradually rising in recent years. Its feature is to let urban residents get close to nature and experience the characteristic culture and ecological landscape of local villages. Rural tourism refers to the development of tourism with rural characteristics based on the local unique natural environment and rural culture, and the psychology of modern urban residents yearning for local life. Rural tourism can promote local economic development and improve the income of rural residents. It is an important link in rural poverty alleviation, so it has attracted the attention of local governments. In the process of rural tourism, tourists can experience and learn rural life. With the development of economy, the disposable income of Chinese residents has increased significantly, and the pace of life is faster and faster. Many people choose rural tourism to return to nature and get close to nature, so as to wash their hearts and return to tranquility. Therefore, the rural tourism industry has made great progress, gradually become an important economic source in some regions, and greatly improve the income level and quality of life of local residents. At present, China's rural vacation tourism has just started, so there are still many problems in the development process. One of the biggest problems is that due to the lack of experience in the design of rural tourism brand, the homogenization of rural tourism is becoming more and more serious, which has greatly affected the development of rural tourism industry and the income of local residents.

Consumer psychology is a discipline that studies the law of consumers' consumption decision-making psychology and consumption behavior. Its core idea is to take consumers as the core, provide consumers with high-quality products and services, and promote consumers' consumption behavior. The brand image design of rural tourism based on consumer psychology can better attract consumers for rural tourism, promote the improvement of local economic level and promote the development of rural tourism industry. Taking Anshun City, Guizhou Province as an example, based on the current situation of rural tourism and consumer psychology in Anshun City, this paper analyzes the cultural or landscape elements that can be applied to the brand image design of rural tourism, highlights the local characteristics of Anshun City, enhances its attraction, and makes the development of rural tourism projects in Anshun city more brand efficiency and brand competitiveness.

Objective: To design the brand image of rural tourism in Anshun City Based on consumer psychology, avoid homogenization, highlight the local characteristics of Anshun City, and improve the brand efficiency and brand competitiveness of rural tourism in Anshun City.

Research objects and methods: After talking with 50 local residents and extracting the cultural elements that can be used in the design of rural tourism brand image, the research designs the rural tourism brand image of Anshun City from the three aspects of vision, form and function based on consumer psychology. 100 rural tourists were selected for questionnaire survey. There are 20 items in the questionnaire survey. The score of each item is 1 - 5, and the full score is 100. The higher the score, the more satisfied the tourists are with the brand image of rural tourism and the higher the willingness to travel to the region.

Research design: Based on consumer psychology, this paper designs the rural tourism brand image of Anshun City from the three aspects of vision, form and function. A questionnaire survey was conducted among 100 tourists to count tourists' satisfaction with the brand image based on consumer psychology and the original brand image. The higher the score, the more satisfied the tourists are with the brand image.

Methods: The data of the questionnaire results were statistically analyzed by software SPSS 17.0.

Results: after making statistics on the results of the questionnaire survey, it is found that tourists' satisfaction with the brand image based on consumer psychology is much higher than the original brand image ($P < 0.05$).

Conclusions: The application of consumer psychology can effectively understand and grasp the needs of consumers, and then make reasonable improvement and design. Therefore, the brand image design of rural tourism in Anshun City Based on consumer psychology can effectively highlight the local characteristics of Anshun City, improve the brand efficiency and brand competitiveness of rural tourism in Anshun City, and then improve tourists' satisfaction with the brand image and the number of tourists in rural tourism.

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